



[12406/35]

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Stephen LUPO et al.
Serial No. : 09/825,409
Filed : April 3, 2001
For : INTERACTIVE MEDIA RESPONSE PROCESSING
SYSTEM
Group Art Unit : 2143
Examiner : Joseph E. Avellino
Confirmation No. : 1638

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Date: July 19, 2005 Reg. No. 47,893

Signature: _____

Andrew L. Reibman

TRANSMITTAL

S I R:

Transmitted herewith for filing in the above-identified application is a Reply Under 37 C.F.R. §1.116 in response to the Office Action mailed May 16, 2005, for which a three-month response period expiring on August 16, 2005 was set.

No fee is believed to be required. However, if any fee is required, please use Deposit Account No. **11-0600**. A duplicate copy of this transmittal letter is enclosed for that purpose.

Respectfully submitted,
KENYON & KENYON

Dated: July 19, 2005

By: _____

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[12406/35]

**REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
GROUP ART UNIT 2143**

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REPLY UNDER 37 C.F.R. § 1.116

SIR:

This paper addresses the Final Office Action dated May 16, 2005. Initially, please amend the above-captioned application without prejudice as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.